

The Elevations Real Estate, LLC



Your guide to
**Practically &
Simply**
prepare your
house for a
**Successful
Sale.**



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Our agents have designed this exclusive Home Enhancement Guide, giving sellers innovative goals not only to simply sell their house, but to also help them realize the best price obtainable for their property in the shortest period of time.

**PRACTICAL & SIMPLE
IDEAS BASED ON
CURRENT & PROVEN
MARKETING
TECHNIQUES.**

**LOWEST COST & TIME
COMMITMENT WITH
HIGHEST PROFIT
POSSIBLE.**



DID YOU KNOW?

*** 95.6% of staged homes SOLD in less than 37 days. * Staged homes spend 83% less time on the market.**

Your Elevations Real Estate Agent is ready to assist you in developing a uniquely personal home enhancement plan for your property that takes full advantage of the steps and ideas this guide outlines.

The Home Front

Your property's landscape is not limited to the lawn & shrubs but also everything from street to doorstep. Each component of your visual landscape, aka "curb appeal", needs to look its best!

SELLER'S TIP - Sweep & clean sidewalks by removing weeds.



FENCE— Give the fence surrounding your property a fresh, crisp look with a new coat of paint & fix the squeaky noise your gate makes.



MAILBOX/LIGHT FIXTURES—

A quick coat of paint on your mailbox will let the buyer know you care about details. If outdoor lamps are rusted or burnt out, replace coverings and lightbulbs to cast a positive light on your property.

FRONT WALKWAY— If sections are badly cracked, consider having them repaired and re-finished.

FIRE HYDRANT— If necessary, get permission from your town to paint the fire hydrant.

EXTERIOR

GUTTERS/ DOWNSPOUTS— Clean gutters & down-spouts make a house look in top shape. Replace eroded or non-functioning ones to ensure free and clear spillways.

ROOF— Replace any missing or broken shingles or tiles. Repair flashing if needed & paint eaves & fascia boards. If the roof is old & needs replacing, consider having that work done before selling.

SIDING— If you have vinyl or aluminum siding, have a professional cleaning service wash or repaint for a new appearance.

PAINT - Buyers are looking for a home that's move-in ready. If your home needs a face-lift, invest in a fresh coat of paint (which can also increase the value of your property). If this is too costly, consider just painting the shutters or the front of the house.

SELLER'S TIP— Make sure the area on the street in front of your house is free of litter and debris.



DOORWAY—

This is the focal point of your home.

- Repaint the door.
- Install new door hard-ware.
- Install a new front light fixture.
- Sweep & remove cobwebs.



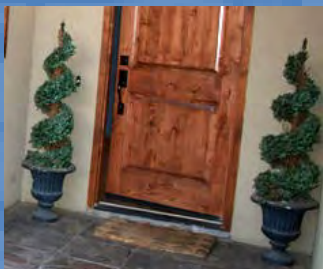
WINDOWS— Replace any cracked or fogged glass and make sure the windows are clean.

- Add shutters to the front windows or repaint existing shutters.

DRIVEWAY— The driveway is the gateway to your home! Two elements affect it's overall appearance: 1) Its surface condition and 2) your car. Pressure wash or reseal the surface if stained or worn-looking. Wash & wax your car if you plan on keeping it parked in the driveway. Both make a statement about you and your property.



LANDSCAPING— Besides being freshly mowed & trimmed, a lawn should look healthy. Neatly trimmed shrubs and pruned flowers are essential. A little sod goes a long way to restoring the look of a well-maintained lawn. Don't over-do the plants, however— Remember to Keep it Simple and Sweet (KISS).



Put flower pots or decorative plants beside the door.



Replace old house numbers.

The Model Home

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Creating an environment similar to a model home helps a buyer “feel at home”.
Re-creating this effect is attainable without starting from scratch or breaking the bank.

The colors & interior decorating accent the home's features.
Consider adding a brightly colored rug or painting an accent wall a different color to liven it up.

SELLER'S TIP— Make sure the environment is neutral, & the overall feel is clean and new.

DID YOU KNOW that within the first 15 seconds buyers develop an opinion of your property? This is why establishing the right *First Impression* is critical to your successful sale.

All details should be given attention, from the floral arrangement in the hallway and the furniture nearby to cleaning & maintaining the carpet, baseboards and crown molding.



The First Impression

Appeal to the Senses

interior

There are many low cost ways to create a more inviting and exciting interior. Our senses have enormous influence on what we like. Therefore it is important to address these when preparing to sell your home.



SELLER'S TIP
Use mirrors to enlarge small spaces.

LIGHT— People respond more favorably in bright light than in dark. Light your house as brightly as possible with these steps:

- Keep windows clean
- Use adequate wattage in light bulbs
- Consider replacing old fluorescent lamps, which darken with use.
- Open drapes & blinds and turn on lights prior to showings.

COLOR— Keeping colors neutral and light is one of the fundamental rules when selling your home.

- White, beige & gray (most popular exterior colors).
- Shades of white, off-white & very light pastels (safest interior colors).
- Avoid highly patterned wallpapers.
- Try to limit bright colors in your home to accents like fresh flowers, towels, throw pillows, area rugs & shower curtains.

ODORS— Have you ever had those moments when you smell something and suddenly a memory pops up? Smell has a greater influence on our lives than we realize, either working for or against us. For example:

- New smells are linked with positivity. To achieve this smell, re-paint walls or varnish an old table.
- Take care of those mixed fridge smells by placing an open box of baking soda in your fridge.
- To achieve the “we’re home” smell most buyers are looking for, bake a small plate of cookies or place a dish of vanilla in a warm oven to create the same aroma.



Clean smells are critical to selling homes. Besides actually cleaning your home, use crisp-scented candles or arrangements of fresh flowers.



SOUND— Peace & quiet are some of the best sounds while your home is being shown. However, other sounds may permeate the environment and as such you should be aware of them.

- Put pets outside.
- Avoid running the dishwasher or doing laundry.
- Soft instrumental or classical music creates a pleasing atmosphere.

Packaging the Interior

The entryway is the first chance to positively influence visitors to your home. You have to make a big statement in a small area.

Buyers visualize what it would be like to live in the home they're buying. If the home is dominated by strong personal statements, buyers are less likely to feel comfortable.

De-clutter & de-personalize.

Repaint the entry using light, neutral colors. This also brightens the room if you don't have adequate lighting.

Apply a fresh coat of polyurethane to a wood floor. Tile or linoleum flooring should shine.

A new hall light fixture can make a great impression. Replace old plastic switch plate covers for a clean look.

Re-purpose an antique item. Paint or re-finish the item and place in the entryway to bring modern and vintage together.



Clutter is something that most of us contented with in one place or another, whether it's the kitchen, bedroom closet, bathroom or whole house. It takes a bit of time, but once complete, you will have a clutter-free and functional living area to show potential buyers.

Organizing

1. CLEAR THE SPACE—

Take every last thing in room & move it out.



2. IMAGINE THE ROOM—

What is the room's purpose? What items would support functionality? What items can be put away to keep the area clean and clear? Make a list if it helps to define your answer.



3. SORT THE STUFF—

Sort every item into 3 piles. The items in keeping with the vision of the room (KEEP), the items destined for "DONATION" and the stuff for the "TRASH" pile.

5. DECORATE—

Redecorate your room (s) using only the items you decided to keep. Keep as many surfaces clear as possible, placing all personal care articles and small appliances out of sight.

4. FOLLOW THROUGH—

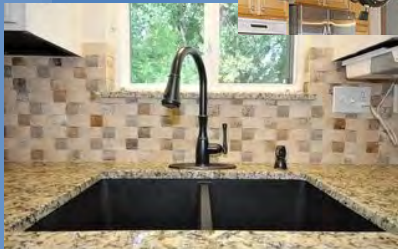
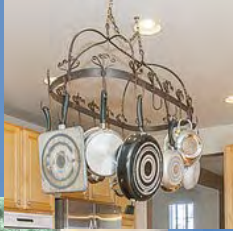
If you have "DONATE" and "TRASH" piles, don't put them in another spot in the house (like the garage). Follow through with the task.



10 Kitchen

The kitchen is arguably the MOST IMPORTANT room in the home. It can make or break a successful sale. If your kitchen needs some real help, invest in extensive improvements. However, you can re-do & re-vamp without breaking your budget.

Consider replacing outdated light fixtures. If necessary, employ a technician to help with wiring.. If your kitchen is especially small, installing a pot rack not only assists you with storage problems but adds flare to your kitchen.



Update appliances by covering with Stainless Steel contact paper or re-painting. This will make appliances look new at a fraction of the cost.

Spruce up your kitchen by installing new knobs & hardware. If your cabinets look especially old, adding a fresh coat of paint gives them a new look. Add a backsplash design to your kitchen to tie together the new look.



For a room so private and personal, the bathroom has become as important to selling feature today's home as the kitchen. There are many budget-friendly ways to improve deficiencies and create interest.

Bathroom 11

Use as many storage options as possible to keep things organized and your personal articles out of sight.



Give your bathroom a luxurious finish by adding a pop of color, on the walls or with matching towels & rugs, double curtains, or a unique accent piece.



Change out hardware to give an outdated bathroom a updated look.



Consider replacing the towel rack with a bar that has either hooks or rings on it for a more functional bathroom.



12 Living Room

The living room is a hallowed space for family time, game night, TV-watching and holiday parties. When buyers view a home with an updated and comfortable living room, they can easily picture themselves settling in.

* Remember to turn on all lights and open all blinds to create a positive impression into your living room!

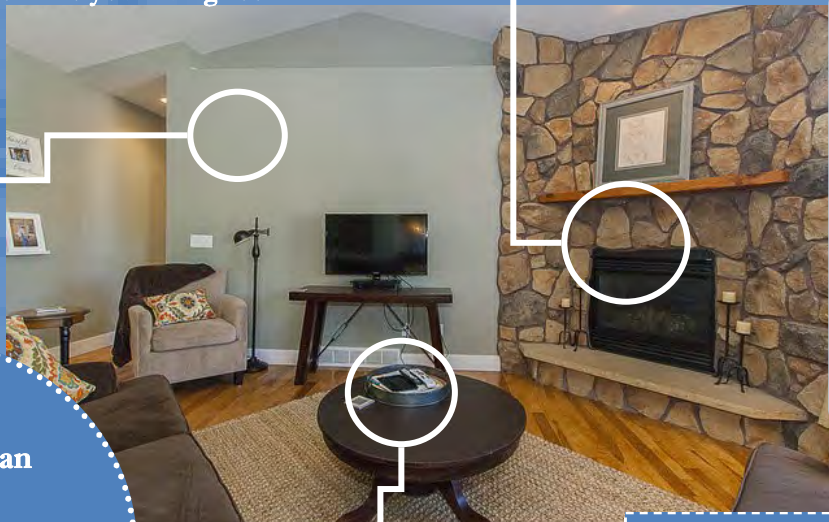
Re-paint the walls if necessary.

Clean walls, clean floors, clean windows & simplified furniture can make all the difference.

Bundle cables and wiring together to make things tidy and organized. You don't want the buyer's eyes to be drawn there first.

Avoid leaving knickknacks around. Remember! Buyers want to picture themselves in the room.

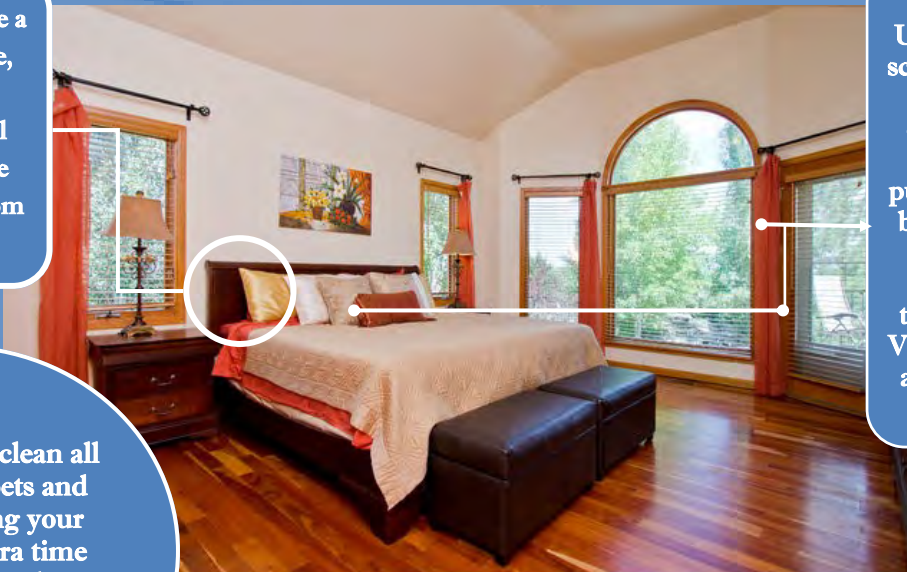
If your living room has a fireplace, make sure to clean the area around and inside it. Add a few accent items, like candles and a mirror to draw attention to the functionality of the mantle and hearth.



Although you cannot easily change the actual floorplan of your home, you can change how inviting the rooms appear to potential buyers. Big or small, putting an extra touch on a bedroom can make a lasting impression on the buyers.

Bedroom 13

Even if you don't have a bed with a bed frame, you can add a headboard. This will draw attention to the bed and make the room feel elegant.

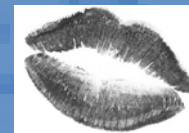


Use a consistent color scheme. Even if you're not a designer, you can still accomplish that hotel look by purchasing a complete bedding set and then picking out a wall color and window treatments to match. Voila! Instant elegance and resort style look!

Make sure you clean all furniture, carpets and lights including your fan. Spend extra time organizing your closet so buyers can visualize their items inside.

Remove distracting, unnecessary furniture from the bedroom. Send a signal of relaxation and comfort, not storage. When in doubt, take it out.

KISS
Keep it Simple &
Stylish

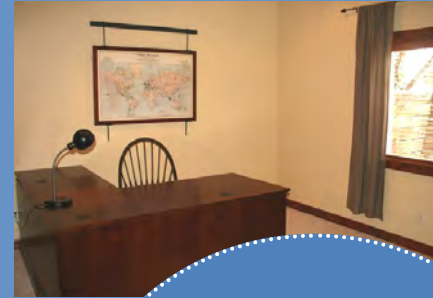


It is important to stage the key areas of a home, but few sellers go the extra mile to stage the laundry area, garage, attic or the basement. As a seller, you should not leave any stone unturned, or miss a single opportunity to impress upon the buyer the livability of your home. Often, it's the "extra spaces" that tips the scale in your favor.



De-clutter and organize the rooms as much as possible. Remove visible traps and baits for showings.

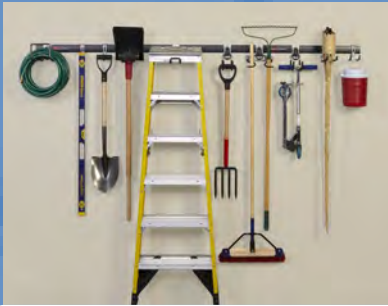
- Make sure all lights work in both the basement and the attic.
- If you have a pet or insect problem, call a professional and remedy the situation before the property is shown. Nothing turns away a buyer like a cockroach scuttling across the floor while standing in your home.
- Eliminate dampness with a de-humidifier if necessary.



The basement can be decorated any way that you desire as long as it maintains the overall flow of the home and adds to your property value. Add a craft table or a mirror on the wall, an exercise ball and yoga mat, a small table with bottles of water and towels. Remember to keep things simple & stylish.

Basement/Attic

A garage can be a huge selling feature of a property yet most garages are kept in a continual state of disorder. Your goal as a home stager is to have a buyer imagine their life in a home. It is difficult to ask them to look past clutter. Many aren't be able to.



- Remove all clutter. Donate unwanted items to charity and put any seasonal items you won't use into storage or out of sight.
- For items that need to be kept, put a pegboard up to get tools off of surfaces and make sure there are no piles of clutter on the floor.
- You can keep your lawnmower, bicycles and paint cans in the garage, but make sure they're organized.
- If it's been a while since the garage saw a fresh coat of paint, now's the time to freshen it up – that goes for walls and the floor.

However you organize and re-arrange your garage and laundry rooms, above all, make sure they are clean and smell pleasant. A moldy smell can turn even the most eager of buyers away.

The laundry room is an easy room to stage.

- Get baskets to put all the products in.
- Add a rack to hold the iron and the ironing board.
- Shop for organizational items that can create an efficient laundry center.



Garage/Laundry

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Your backyard area is not a separate area from your home. It is simply an extension of your home. You should take special steps to ensure your backyard getaway is an oasis not a jungle. It is important to give attention to these outdoor settings so you can help buyers envision their own friends and family enjoying the outdoors.

If you already have outdoor furniture, make sure it looks clean and welcoming for buyers.



Spend a little extra time making your backyard the oasis potential buyers are looking for. Remember, a little bit goes a long way.

BACKYARD



- Remove dead plants & debris. Hide or re-paint children's play equipment and dog kennels.
- Sweep and clean any patio areas. Power wash if necessary.
- Fertilize grass and plants to make them appear full, lush and healthy. Test sprinklers to make sure they are in working condition.
- Create raised flower beds and gardens to make a back yard colorful. Install lighting features so the yard can be viewed during the evening hours.
- If you have a water feature, make sure it is in working order, has been drained, cleaned and re-filled. Turn on during showings to tie in the oasis feel.



ELEVATING
YOUR
REAL ESTATE
EXPERIENCE